



**History:** Beaverton's Celebration Parade began in 1957 and has grown into a community tradition with more than 100 festive entries from marching bands and colorful floats to civic and cultural organizations. Among the honored guest of the parade is the Grand Marshal, which has previously included local US Olympians, famous rock stars, and local legends. This year our furry friends will also be joining us to start the celebration parade with the first ever Pooch Parade! Please contact us for Pooch Parade sponsorship opportunities.

**Date:** Saturday, September 6, 2014, starting at 10 a.m.

**Parade Route:** The parade begins at the corner of SW Wilson Avenue and Allen Boulevard. It then takes SW Erickson Avenue to 5th Street, passing by the Beaverton City Library. The parade ends at Griffith Park near Beaverton City Hall. ([See Parade Route Map](#))

**Attendance:** Last year 9,000+ spectators, 100+ parade day entries, and 1,000+ participants were in attendance.



## SPONSORSHIP OPPORTUNITY

**Be a part of the celebration:** The 57th annual Beaverton Celebration Parade stretches across the downtown Beaverton area with ample opportunity to interact and engage with parade day attendees.

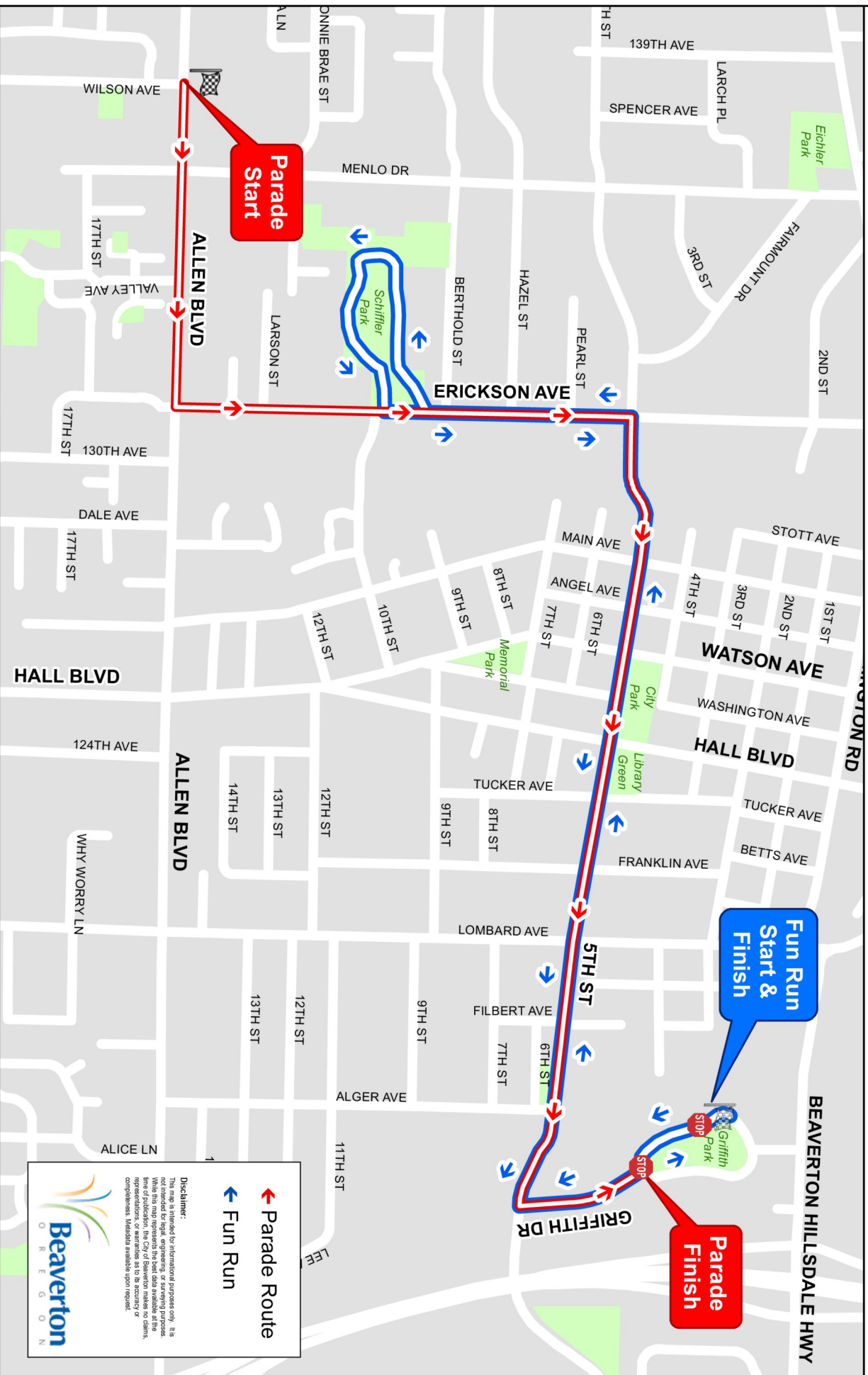
Beaverton's Celebration Parade is heavily promoted with a marketing strategy that includes, but is not limited to, the distribution of posters, newspaper ads, press releases, social media and e-blast promotions, street banners, city wide mailers sent to over 56,000+ residents of Beaverton, and more.

We offer several sponsorship levels with opportunities that leverage the promotional strength of the parade. In order to meet marketing deadlines, sponsorship applications must be submitted by **July 11th** to guarantee all sponsorship packaged items.

Your sponsorship support will help to enhance the experience of parade day goers and showcase the many partnerships between the city, local businesses, and organizations.



# Beaverton's Celebration Parade & Fun Run Route



# Sponsorship Package

Presenting Sponsor	Community Sponsor	Support Sponsor
\$4,000 or more	\$1,000	\$500
Benefits		

## Business Logo included on:

- Event Webpage
- Print Ads (11 x 17, 24 x 36 Posters)
- Citywide mailer sent to 56,000+ residents
- Event Signage (banners)
- Newspaper Ads: Oregonian (week of 8/25 & 9/1), Beaverton Valley Times (day of 8/25 & 9/1)
- Parade Day Promo Banner staked on the City Park lawn
- "Your City" Newsletter Ad
- Event video produced by TVCTV (Opening Title & "Thank You" Credits)
- Parade Route Map and Program
- Tri-Met Bus Bench Ad

## Business Name included in:

- Press Releases
- Community Calendar Postings
- Social Media Postings
- City E-mail blasts

## Parade Day Promotion:

- Beginning and/or end placement parade entry (float, vehicle or walking group)
- Banner or lawn sign placement along parade route
- Recognition from parade host

## Business Logo included on:

- Event Webpage
- Print Ads (11 x 17, 24 x 36 Posters).
- Citywide mailer sent to 56,000+ residents

## Business Name included in:

- Press Releases
- City E-mail Blasts
- Event video produced by TVCTV ("Thank You" Credits)

## Parade Day Promotion:

- Beginning placement parade entry (float, vehicle or walking group)

## Business Logo included on:

- Event Webpage

## Business Name included in:

- Press Releases
- City E-mail Blasts
- Citywide mailer sent to 56,000+ residents
- Event video produced by TVCTV ("Thank You" Credits)

## \$500 Prize Sponsor Package!

### Interested in being a prize sponsor?

1st place cash prize of \$500 for the Best Use of Theme category.

As a prize sponsor, the selected entry will be presented with a check on your behalf and your organization will be acknowledged as the prize sponsor on all marketing materials.

**IMPORTANT:** This list is not all-inclusive. There may be other marketing opportunities depending on the budget and timing.

For name/logo placement to be included in applicable marketing materials, sponsorship decisions need to be completed before the marketing deadline. Please provide a high resolution logo (up to 2 MB) to [vsin@beavertonoregon.gov](mailto:vsin@beavertonoregon.gov).

**MARKETING DEADLINE: Friday, July 11th, 2014**

**LEVEL OF SPONSORSHIP** *(please check appropriate line)*

\_\_\_\_\_ Presenting: \$4,000 or more \_\_\_\_\_ (List Dollar Amount)

\_\_\_\_\_ Supporting: \$1,000

\_\_\_\_\_ Community: \$500

Are you interested in becoming a "judged entry cash prize" sponsor? Yes \_\_\_\_\_ No \_\_\_\_\_

Other items mutually agreed upon (if in-kind donation is provided, please list below)

**SPONSOR**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

E-mail address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Sponsor's signature \_\_\_\_\_ Date \_\_\_\_\_

**CITY OF BEAVERTON CONTACT**

Accepted by \_\_\_\_\_ Date \_\_\_\_\_

Printed name and title \_\_\_\_\_

Phone \_\_\_\_\_ E-mail address \_\_\_\_\_

Signature to verify the City has received the application \_\_\_\_\_ Date \_\_\_\_\_

Please make checks payable to: **City of Beaverton**

**Contributions are tax deductible: City Tax ID # 93-6002125**

**Please note:** Sponsorships will not be honored without both the signed application and check for payment.

**Please mail, fax, or email this document to:**

**Address:**

City of Beaverton

Arts, Culture and Events Attn: Celebration Parade Sponsor

P.O. Box 4755

Beaverton, OR 97076

**Phone:** 503-526-2559 | **Fax:** 503-526-2479

**E-mail:** [events@beavertonoregon.gov](mailto:events@beavertonoregon.gov)

**Website:** [www.BeavertonOregon.gov/Parade](http://www.BeavertonOregon.gov/Parade)

